TYPES OF PLANNING

by Dr. Satyabrata Dash

Planning methods are based on:

Hierarchy

Frequency of use (Repetitiveness)

Contingency

Strategic Planning:
The setting of broad, long-range goals by top managers.

Tactical Planning:
The identification of specific, short-range objectives by lower-level managers

Operational Planning:
The setting of work standards and schedules

Contingency Planning:
Backup plans in case primary plans fail

Strategic Planning

Tactical Planning

Operational Planning

Contingency Planning

STRA

PLAN

WHY??

Defines the company's goals for a set period of time

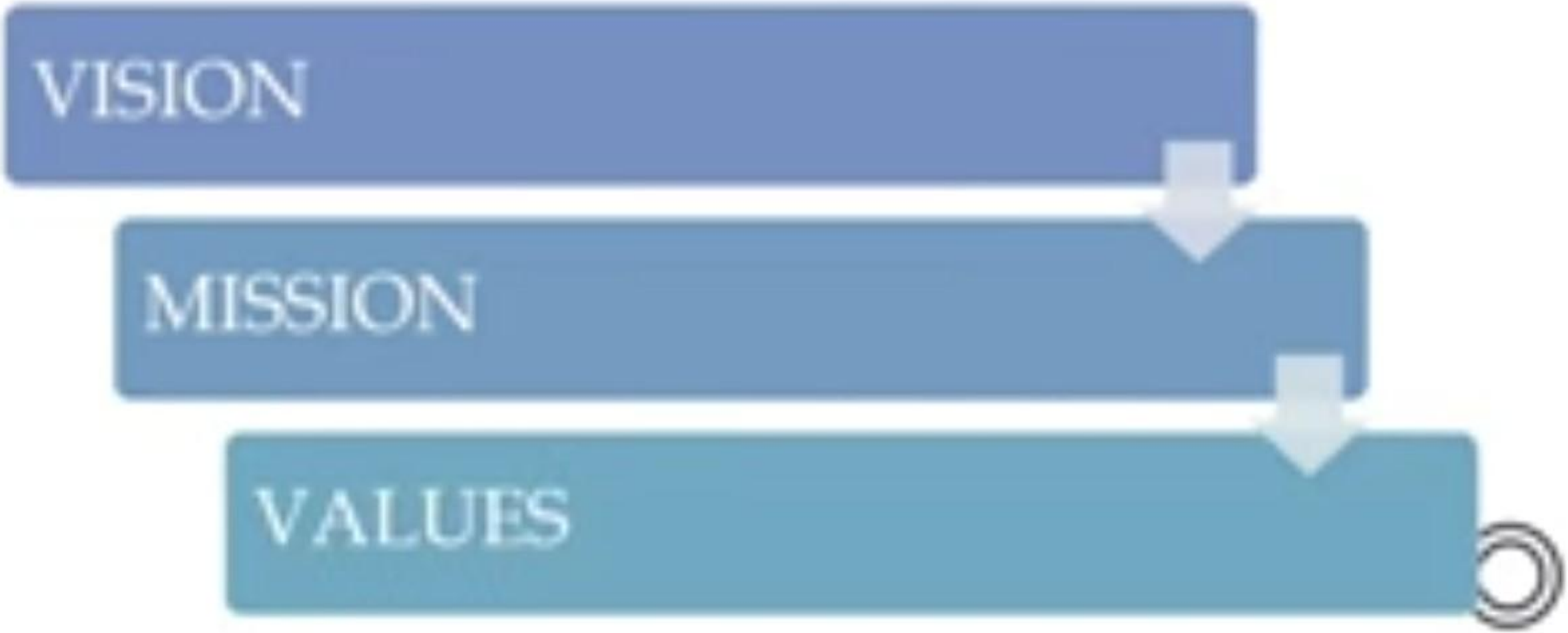
VISION

MISSION

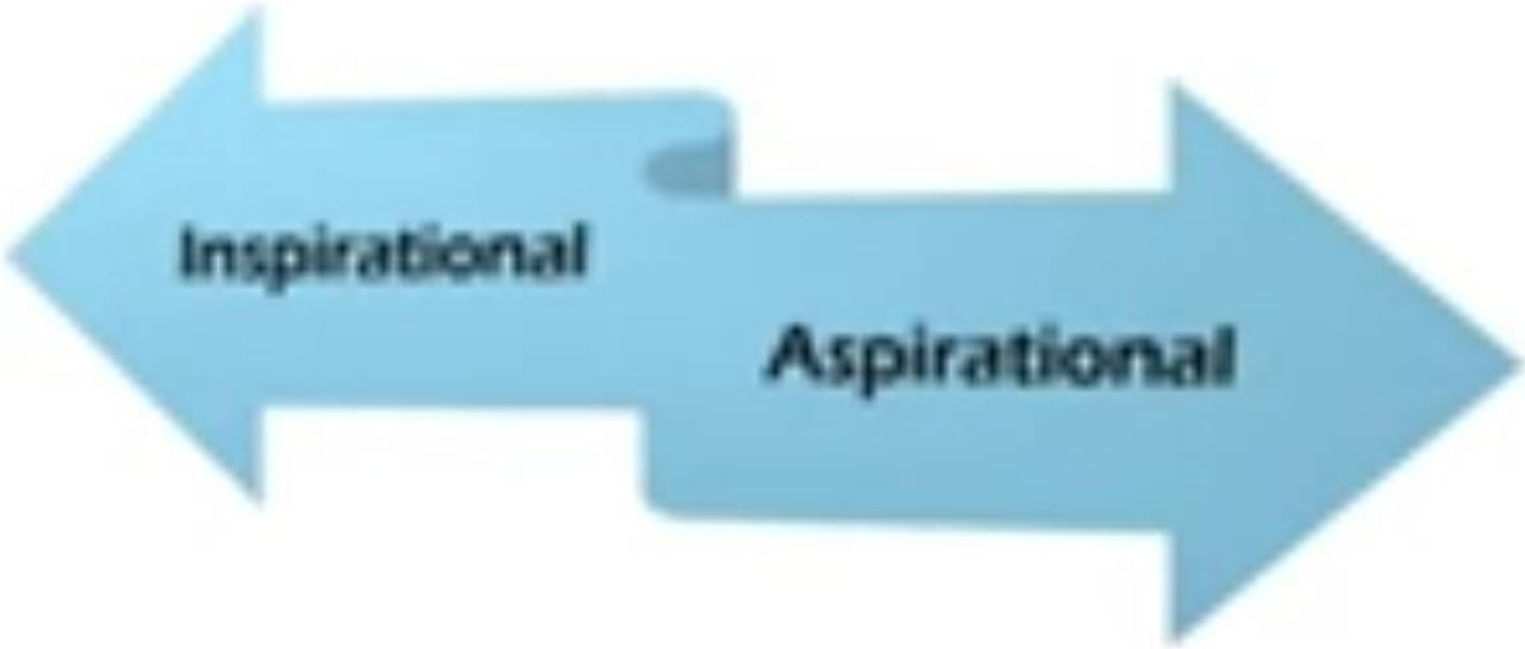
VALUES

Influences the long – term decisions

Types of Strategic Planning



Forward looking
&
Futuristic
VISION


Inspirational
Aspirational

VISION STATEMENT QUESTIONS

What problem are we seeking to solve?

Where are we headed?

If we achieved all strategic goals, what would we look like 10 years from now?

-MISSION-
"Reason for Existence"

Communicates

Purpose & Direction

Employees

Customers

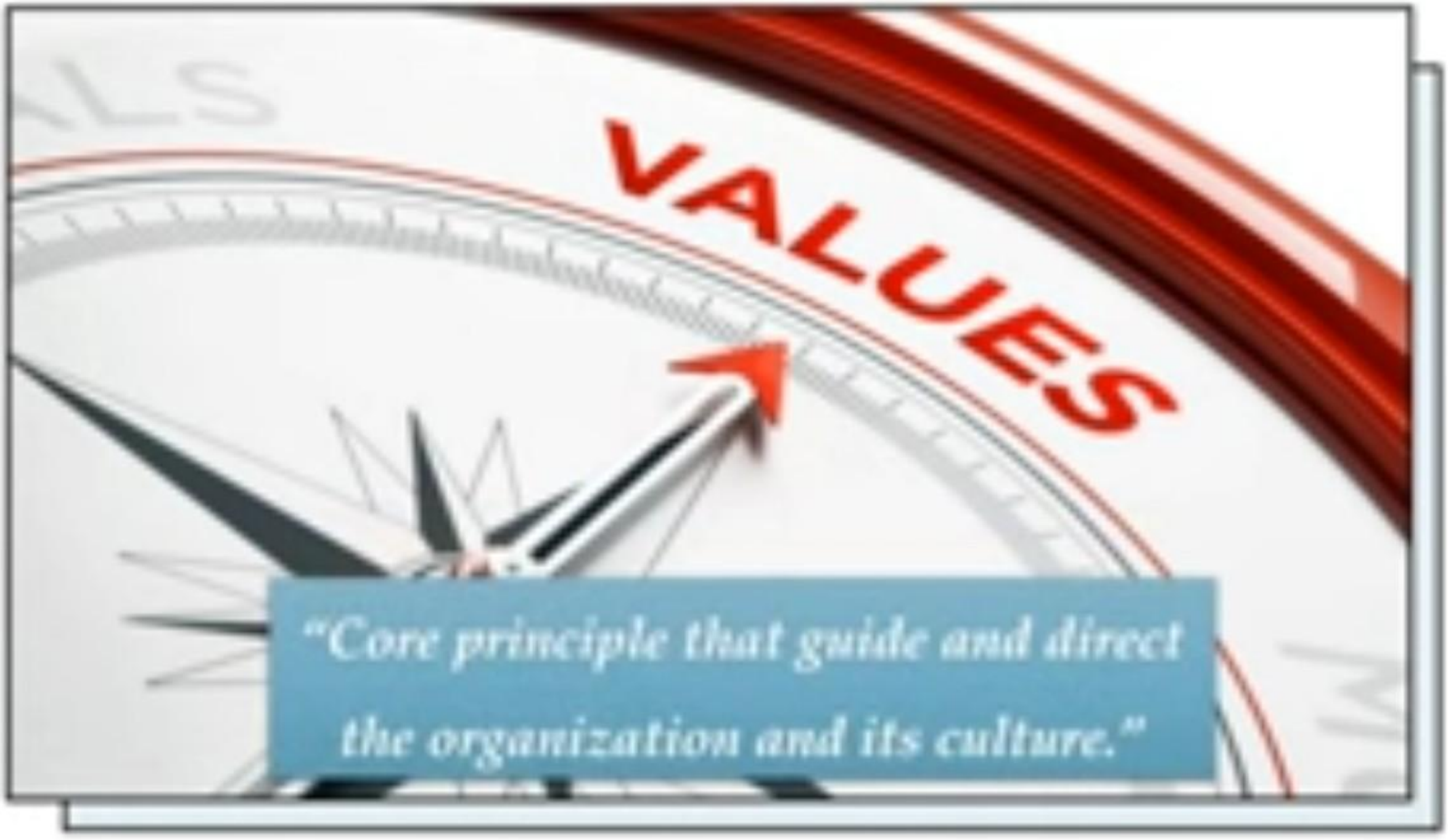
Vendors

Stakeholders

MISSION STATEMENT QUESTIONS

What is our organization's purpose?

Why does our organization exist?


VALUES
"Core principle that guide and direct the organization and its culture."

- **Guides decision making**
- **Sets Standards**

VALUES QUESTIONS

What values are unique to our organization?

What values should guide the operations of our company?

What conduct should our employees uphold?

Microsoft

VISION

To help people and businesses throughout the world realize their full potential.

MISSION

Our mission is to empower every person and every organization on the planet to achieve more.

VALUES

Citizenship, Trustworthy Computing, Innovation, Diversity and Inclusion, Environment.

TACTICAL PLANNING

TA

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TACTICAL PLANNING

STRATEGIC PLANNING

SUPPORTS

Tactical Planning breaks down
Strategic Planning into actionable
chunks.

Types of Tactical Planning

POLICIES

PROCEDURES

RULE

OBJECTIVES

Policy

Guiding principle used to explain the "way things are done around here".

Procedure

Series of steps to be followed to accomplish an end result.

Rule

A statement about what to do, or not to do, in a specific situation.

Objectives

Are specific, actionable targets that need to be achieved within a smaller time frame.

OPERATIONAL PLANNING

OPERA

PLAN

HOW??

Day-to-day running of the company.

Types of Operational Planning

PROGRAMME

PROJECTS

BUDGET

Programme

Are precise plans of action followed in proper sequence in accordance with objectives, policies and procedures.

START

Project

A particular job that need to be done in connection with a general programme.

Budget

It estimates the men, money, material and equipment, in numerical terms, required foe the implementation of projects and programmes.

CONTINGENCY

PLANNING

CONT

PLA

Contingency planning can be helpful in circumstances that call for a change.

- Strategic Planning
  - Vision
  - Mission
  - Values
- Tactical Planning
  - Policies
  - Procedures
  - Rules
  - Objectives
- Operational Planning
  - Programme
  - Project
  - Budget
- Contingency Planning

The business leaders should carefully analyze and apply the different types of planning